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TORRANCE, CALIFORNIA, THURSDAY, DECEMBER 1, 1955

FREE AUTO SHOW OPENS FRIDAY

30 New Models Go on Display

Record-breaking turnouts are anticipated by Torrance automobile dealers for their second annual free auto show scheduled to get underway tomorrow evening and continuing through Sunday. Official opening of the outdoor show follows conclusion of the gala Christmas opening parade being staged at 6 p.m. Friday, by Torrance retailers.

The three-day event, which will feature 30 1956 models including trucks, will be held on spacious, easy to reach downtown Torrance parking lots bordered by Gramercy, Marcelina, Cravens and Cabrillo Ave.

Something For All
"We are especially pleased to be able to stage our second annual show and invite everyone to visit it," George Whittlesey, promotions chairman for the Torrance dealers, stated, "for I'm sure there will be something of interest for all, whether they are in the market for a new car or not."

"We have come to considerable expense in staging the show and its accompanying features," he added, "because we believe the rapidly growing Torrance area deserves an event of this nature, and by so doing to emphasize anew the part the reputable local dealer is playing in making Torrance a bigger and better city in which to live and shop."
Five Dealers in Show
Five dealers are displaying their new models in the show. They are Butler Buick, Oscar Maples Ford, Paul's Chevrolet, Torrance Lincoln-Mercury and Whittlesey Motors. Cars featured are Buick, Chevrolet, Ford, Lincoln, Mercury, Plymouth and De Soto, plus Ford and GMAC trucks.
Dealers promise to display models of every hue and description and the public will be given an opportunity to examine closely the features of every unit shown.

Announce Bond Contest
Special feature of the celebration will be the awarding of a \$100 Savings Bond to the person completing in 25 words or less the statement, "I will buy my next car in Torrance because....." In addition to the grand prize there will be favors and others prizes for spectators.
The show will be open Friday and Saturday nights.

Lincoln, Mercury Exhibited

Torrance's newest new-car agency, Torrance Lincoln-Mercury, opened recently by Richard Walbergh, president and owner, has served notice that it intends to bring considerable added business to Torrance in the future.

Opened by young Walbergh (he's 27), the firm is located at 1855 Torrance Blvd., in quarters that have been remodeled and redecorated from sidewalk to alley.

Twenty-five employees make up the present TLM staff. John Manning is general manager; James Patrone, sales manager; Pat Cavanaugh, service manager; Helen Lightburn, office manager; and John Chevrolet, parts manager.

A selection of the new Big "M" Mercury models for 1956 and the new Lincoln Premiere models will be included in the Torrance auto dealers' free auto show here this week end on the California Bank and Torrance HERALD parking lots.

On hand with Walbergh for the three-day free show will be key members of his staff who will demonstrate and explain the features of Torrance Lincoln-Mercury's 1956 models.



RICHARD WALBERGH

AT AUTO SHOW

Ford to Show Six Models

Successors to a Ford agency which has been established in Torrance for nearly a quarter of a century is the Oscar Maples Ford, operated by Vel Miletich, president of the company. Miletich took over the agency earlier this year from Oscar Maples, who returned to the midwest.

One of the leading Ford dealerships in the southwest county area, the Oscar Maples Ford sales during the past year have boomed into the millions in dollar value—bringing a sizeable revenue to the city in taxes.

Featured by the agency are all models of Ford cars, the Thunderbird "personal car" and Ford trucks. Six Ford vehicles will be displayed during the week end auto show on lots adjacent to the Post Office and adjacent to the HERALD building in downtown Torrance.

50 Employees
The Oscar Maples agency has 50 persons on the permanent staff and a payroll of approximately \$25,000 a month. The 50 employees have a total of 101 dependents.

Sales personnel average more than 10 years in experience, service personnel average more than 17 years experience, assuring the motorist that he will receive proper value and service at the Torrance Ford agency.

Key Personnel
Dwight Eubank is general manager. Benny Bendict is new car sales manager. Heading up the used car sales staff is Roy Billings. Inside, Lolita Packard is office manager, Phil White is service manager, and Matt Mc-



VEL MILETICH

DEALERS OFFER

Rose Bowl Game, Parade Tickets

A week end at the world famous Ambassador Hotel in Los Angeles including a reserved table at the gala Cocoanut Grove New Year's Eve party, seats at the Pasadena Rose Parade, and two tickets for the Rose Bowl game on Jan. 2, are being offered by Torrance Auto Dealers Assn.

Los Angeles at the time will be available for the winner Sunday.

Monday morning, a bus will take the winner and companion to the Tournament of Roses parade in Pasadena where reserved seats along the line of match for the world famous spectacle will be available. Following the parade, the winner will be taken to the Rose Bowl for the classic between UCLA and Michigan State—two of the top ranking football teams in the nation.

All of this will go to the winner of the contest being sponsored by the Torrance Auto Dealers Assn. All you have to do to enter is clip the entry coupon from today's HERALD, complete the sentence, "I will buy my next car from a Torrance New Car Dealer because....." in 25 words or less, and turn the entry in to one of the five Torrance new car dealerships.

Winner of the contest who submits the best reasons for buying his next car from a Torrance New Car Dealer will be driven to the Ambassador Hotel on Friday evening, Dec. 30. Meals, theatre tickets, and other entertainment are being arranged at the hotel through the cooperation of Miss Frances Barrington, member of the hotel staff and former "Miss Torrance."

Saturday evening, the winner and companion will find everything is "on the house" at the Cocoanut Grove party.

Sunday will be a quiet day with plenty of opportunity to rest up for the big Monday Rose Tournament and Rose Bowl coming. Theater tickets to one of the top attractions in

DE SOTO-PLYMOUTH

Forward Look Set for Show

George Whittlesey, owner of Whittlesey Motors in Torrance, expects to have six DeSoto and Plymouth models on display at the second annual Torrance Auto Show which opens tomorrow evening.

Whittlesey Motors, 1600 Cabrillo Ave., has been in business for five years and is the oldest established DeSoto and Plymouth dealership in the South Bay area and is the only Chrysler product dealership in Torrance.

As a result, Whittlesey Motors services a good many Dodge and Chrysler automobiles in addition to their own autos.

The agency's sales are up 400 per cent over last year, Whittlesey reports.

DeSoto sales were tripled and Plymouth sales were four times higher than the previous year.

Facilities Expanded
Whittlesey Motors service facilities have been expanded 75 per cent to handle the tremendous increase in new and used car sales. The service department features factory trained mechanics with the latest in equipment to better serve the customers of Whittlesey Motors.

The agency received top awards in a national sales promotion by DeSoto division of Chrysler Corp. for the most sales in the regional division of the west coast.

Started in 1934
George Whittlesey began his automobile career in 1934. A total of 27 are employed at Whittlesey Motors with a total of 65 dependents of the employees.

The agency has six managers and foremen in various departments. Johnny Johnson is new car manager, Larry Lane is used car manager, Cy Snyder, office; Herman Melton, service department; Earl Gerloff, body shop foreman; and Blackie Burton, parts department manager.

Employees Sincere
A credit to the agency is the "slow turnover" of employees, Whittlesey says. The agency's employees are sincere in their work and devoted to the product they represent.

Whittlesey urges everyone visiting the auto show this week end to introduce himself to the Whittlesey representative at the show.

"Come up and shake our hand, we'll be more than happy to answer all of your questions about the 1956 Plymouth and DeSoto," he said.



GEORGE WHITTLESEY



Fri. Sat. Sun.
Dec. 2, 3, 4

Information on Auto Show

Here are the facts on the Second Annual Auto Show which opens its three-day run here tomorrow:

Where: California Bank and Torrance HERALD parking lots, downtown Torrance.

When: Friday, Dec. 2, 6 p. m. until 9 p. m.

Saturday, Dec. 3, 9 a. m. until 9 p. m.

Sunday, Dec. 4, 12 noon until 6 p. m.

Who: The five new car dealers of Torrance. Admission is free.

New Chevrolets To Be In Show

Paul's Chevrolet, Inc., located at 1640 Cabrillo Ave., will feature the dazzling new 1956 Chevrolet and Chevrolet trucks at the annual auto show here when it opens on Marcelina Ave., tomorrow evening.

Paul's has been in business selling Chevrolet cars and

behind the modern showroom and office building.

Paul's Chevrolet expends approximately one-quarter million dollars on its annual payroll, which is a helping factor in the betterment of Torrance. A total of 46 persons with 86 dependents are employed at the agency. These include the sales, service, parts department, and office personnel—a total of 132 employees and dependents.

The agency expects to double the volume attained during the past year—which exceed the million-dollar mark.

Paul's Chevrolet will have seven passenger cars and trucks in the free auto show this week end.

Department Heads
Five managers, 12 sales people, 23 service department, and five office employees round out the staff at Paul's.

Loranger and Figins are co-owners, Paul Conole is new car manager; Darrel Figins, Jr., used car manager; Margie King, office manager; Lloyd Baker, parts and accessories; William McAbee, body and paint; and Bob Jaeschke, service and mechanical.

16 Years Per Man
An estimated 681 years of automotive experience is credited to the sales personnel to assure the new or used car buyers a sales force with needed experience and know-how to make each sale a safe one.

Personnel at Paul's Chevrolet urge each person in the area to visit the free 1956 auto show.

Auto Dealers Add Much To City Economy

Contribution of the New Car dealers of Torrance to the city's economy is pointed up graphically in figures released this week by the Torrance Car Dealers Assn.

The five new car dealers of Torrance—Oscar Maples Ford, Paul's Chevrolet, Whittlesey Motors, Butler Buick, and Torrance Lincoln-Mercury—will have a combined payroll of approximately \$1 million and taxable sales of approximately \$10 million during the 1956 new car year.

With the new state sales tax legislation which will give the city a flat one per cent tax on all sales made in Torrance, the city's share of the automobile business in Torrance should be near the \$100,000 mark.

This tax figure alone nearly equals all the sales taxes paid into the city during the previous years from all sources. The effect on the city's economy of the million-dollar payroll cannot be measured because it is invaluable.

Hundreds of persons are employed by the automobile dealers of Torrance and, in turn, more hundreds depend upon those employees for their support.

The automobile dealers prove to be one of the city's mainstays of economy—a source of revenue to residents and the city which is vital to the continued welfare of the city.

McOmie New Manager For Shell Refinery

R. W. McOmie, former manager of Shell Oil Company's Wilmington-Dominguez Refinery, has been appointed general manager of all the company's refineries effective Jan. 1, F. S. Clulow, vice president of manufacturing for Shell, said today.

Visitors to See Buick Features

A Torrance agency for one of General Motors' leading lines, the Buick since 1953 has been Butler Buick, located at Torrance Blvd. and Cravens Ave. The firm's main showroom is in Manhattan Beach.

Opened here in December, 1953, by owner Charles L. Butler, the Butler Buick agency has established itself among the top dealers of the area.

Charles L. Butler is assisted by Marty Kimber as general manager, while George Loomis is the new car sales manager for the company. Jack Corvin is manager of the Torrance branch.

Seven fulltime employees work at the Torrance headquarters while the company employs a total of 103 persons.

Before opening the Buick agency in the South Bay, Butler had owned the Buick agency in Oxnard, Calif. For 17 years prior to that he had been associated with General Motors in the wholesale division in Detroit.

Six models of the 1956 Buick will be on display during



PAUL LORANGER

trucks in Torrance for the past eight years and is the oldest new and used car dealer in Torrance. Paul Loranger, co-owner and founder of the agency, has been in the automobile business for 32 years. Loranger was born in Flint, Mich., which is the birthplace of General Motors.

Firm Expanding

Last November brought about further expansion of the agency when Loranger and K. D. Figins became co-owners of the organization. Figins was born in Kansas and has been in the automobile trade for 26 years, starting his automotive career in 1929.

Paul's Chevrolet was founded eight years ago in a small building which is now located to



CHARLES BUTLER